

Revenue & Performance Analysis Report

◆ Project Overview

This project analyses transactional sales data containing over 51,000 records to evaluate business performance across categories, regions, and products. SQL was used for data querying and aggregation, while Tableau was used to develop an interactive dashboard to visualise key business metrics and performance trends. The objective of this analysis is to provide data-driven insights that support strategic decision-making and performance optimisation.

◆ Key KPIs

- Total Revenue: 12,642,502
- Total Profit: 1,467,457
- Total Orders: 25,035

◆ Key Insights

- The Technology category generates the highest revenue compared to Furniture and Office Supplies, indicating strong product demand in this segment.
- Monthly revenue trends show overall growth with periodic fluctuations, suggesting seasonal or campaign-driven performance changes.
- Central region demonstrates the strongest performance among all regions, highlighting geographic strengths in sales distribution.
- Top-performing products contribute significantly to overall revenue, indicating potential focus areas for inventory and marketing optimisation.
- Variations in regional performance indicate opportunities for targeted improvement strategies.

◆ Business Recommendations

- Allocate marketing and inventory resources toward high-performing product categories to maximise revenue growth.
- Develop targeted strategies for underperforming regions to improve overall business performance.
- Monitor product-level profitability in addition to revenue to ensure sustainable growth.
- Continue using interactive dashboards for ongoing performance monitoring and business intelligence.

◆ Tools Used

SQL, Tableau, Excel, Data Analysis, Data Visualization, Business Analytics

